

ORDER

Orders
Order / Rev: 170835
Alt Order #: 06401233
Product Desc: PRIORITY USA ACTION
Estimate: 1895
Flight Dates: 11/01/12 - 11/06/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: Mundy Katowitz Media
Buying Contact: Casey Bessette
Billing Contact:
 1322 G Street SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/Priorities USA Action
Demographic: A35+
Product Codes: PL Issue
Priority: P-1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	22	\$27,400.00	\$23,290.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	22	\$27,400.00	\$23,290.00	0.00
Totals	22	\$27,400.00	\$23,290.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	15%	\$27,400.00
Market	100%	\$182,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	3%	\$5,480.00
WCGV	3%	\$5,480.00
WISN	24%	\$43,840.00
WITI	28%	\$51,146.67
WMLW-	4%	\$7,306.67
WPXE	0%	\$0.00
WTMJ	21%	\$38,360.00
WVTV	2%	\$3,653.33
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	11/02/12	11/02/12	Price Is Right 10a-11a	CM	10a - 11a	----1--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
Price is Right 10a-11a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--		1				\$1,000.00		0.00			
E 2	WDJT	11/02/12	11/02/12	News at Noon	CM	12p-1230p	----1--	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
News at Noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--		1				\$500.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	11/02/12	11/02/12	3p-4p (eff 9/10/12) Jeff Probst	CM	3p-4p ----1--	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----1--		1		\$500.00		0.00				
E 4	WDJT	11/02/12	11/02/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p ----1--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----1--		1		\$1,000.00		0.00				
E 5	WDJT	11/02/12	11/02/12	M-F 5pm News M-F 5pm News	CM	5p-530p ----1--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----1--		1		\$1,500.00		0.00				
E 6	WDJT	11/02/12	11/02/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p ----1--	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----1--		1		\$3,000.00		0.00				
E 7	WDJT	11/05/12	11/05/12	Price Is Right 10a-11a Price Is Right 10a-11a	CM	10a - 11a 1-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1		\$1,000.00		0.00				
E 8	WDJT	11/05/12	11/05/12	News at Noon News at Noon	CM	12p-1230p 1-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1		\$500.00		0.00				
E 9	WDJT	11/05/12	11/05/12	3p-4p (eff 9/10/12) Jeff Probst	CM	3p-4p 1-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1		\$500.00		0.00				
E 10	WDJT	11/05/12	11/05/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p 1-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1		\$1,000.00		0.00				
E 11	WDJT	11/05/12	11/05/12	M-F 5pm News M-F 5pm News	CM	5p-530p 1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1		\$1,500.00		0.00				
E 12	WDJT	11/05/12	11/05/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p 1-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1		\$3,000.00		0.00				
E 13	WDJT	11/03/12	11/03/12	Sat 5pm News Sat 5pm News	CM	5p-530p ----1-	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----1-		1		\$1,500.00		0.00				
E 14	WDJT	11/03/12	11/03/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p ----1-	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----1-		1		\$1,500.00		0.00				
E 15	WDJT	11/04/12	11/04/12	1105p-1205a Castle	CM	1105p-1205a -----1	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1		\$400.00		0.00				
E 16	WDJT	11/04/12	11/04/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p -----1	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1		\$1,500.00		0.00				
E 17	WDJT	11/01/12	11/01/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a ---1---	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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E 17	WDJT	11/01/12	11/01/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a ---1---	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12	---	1---		1		\$1,000.00		0.00				
E 18	WDJT	11/01/12	11/01/12	News at Noon News at Noon	CM	12p-1230p ---1---	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12	---	1---		1		\$500.00		0.00				
E 19	WDJT	11/01/12	11/01/12	3p-4p (eff 9/10/12) Jeff Probst	CM	3p-4p ---1---	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12	---	1---		1		\$500.00		0.00				
E 20	WDJT	11/01/12	11/01/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p ---1---	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12	---	1---		1		\$1,000.00		0.00				
E 21	WDJT	11/01/12	11/01/12	M-F 5pm News M-F 5pm News	CM	5p-530p ---1---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12	---	1---		1		\$1,500.00		0.00				
E 22	WDJT	11/01/12	11/01/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p ---1---	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12	---	1---		1		\$3,000.00		0.00				
Totals													22	\$27,400.00